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My name is Mike Cation. I'm the News Director at the Illini Radio Group in Champaign-Urbana, Illinois. I've been challenged by your directive to answer how radio stations are serving their local communities, and I wanted to try and answer as best that I can.

We do news breaks on all four of our stations twice an hour throughout the morning drive, trying to balance both the local issues, with ones of global importance. Whenever possible, we try to take the more national stories and give them a local flavor.

I also help select guests for our morning shows that I think will be both informative and interesting in serving what our listeners should know about, what's going on in their local community. Obviously, with the political season upon us right now, we've tried to get as many local politicians on in the past few weeks to try and give our listeners an opportunity to hear what the candidates want to say. On our weekly public affairs show that runs every three weeks, what we've done differently than many other political forums is that we've aired interviews separately, and kept the questions identical and positive, so as to create a positive atmosphere for the politicians to discuss what is important to them.

As I mentioned, there is a public affairs show that we try to keep local at all times. Recently, it's been all politics all the time, but during the rest of the year, we can discuss topics from local sports, to local fundraisers, to local issues such as the ongoing controversy at the University of Illinois about the Chief Illiniwek symbol.

We also have taken time to do massive fundraisers and community events over the past few years when it's been necessary or when we feel like we can make a difference. I know that others in our staff are going to email as well on this particular issue, but I think in particular we as a news department have been very involved in fundraising immediately after 9/11, and we've also been involved in the recent "Bras for a Cause" fundraiser on WLRW, which helped raise tens of thousands for breast cancer.

I hope this helps give an idea of how we're serving our own local community. We work hard to stay in touch, and hopefully, it shows.

Thank you for your consideration,

Mike Cation
News Director
Illini Radio Group
WLRW/WIXY/WKIO/WXTT